

File

JUN 30 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues. The Editors are urging us to ask you to plan early morning or "Break-fast" Fashion Shows, Opening Previews, etcetera, in preference to long midday or late afternoon events. Will you try to cooperate by planning your show accordingly? It may improve your turn-out! The Editor

FALL OPENING DATES, FASHION ORIGINATORS GUILD HOUSES

NOTE: We are listing the Fall Opening dates of the F.O.G.A. Dress and Costume Suit and Sportswear Collections as a unit. Immediately thereafter (see next page) we resume our usual chronological list of coming events.

WEEK BEGINNING MONDAY, JUNE 30, 1941

WEEK OF JUNE 30

BARRACK, ROSE, INC.	530 7TH AVE.
CARNEGIE, HATTIE, INC.	42 E. 49TH
DUKE, ANNA & CO.	498 7TH AVE.
FOX-BROWNIE, INC.	" " "
GALLAGHER, LOUISE BARNES	37 W. 47TH
GERRICK, ED, INC.	550 7TH AVE.
KAPLAN & GRABOIS, INC.	498 " "
KASS, SAMUEL GOWNS	" " "
KONDAZIAN, CHAS. & PAPAZ	37 W. 47TH
LANG, CHAS.-COOPER, CHAS.	498 7TH AVE.
MILMONT GOWNS, INC.	530 " "
PATTULLO MODES, INC.	498 " "

WEEK OF JUNE 30 (Continued)

REIG, BEN, INC.	498 7TH AVE.
REN-ETA GOWNS, INC.	" " "
ROSENSTEIN, NETTIE, INC.	36 W. 47TH
SCHWADE, WILLIAM, INC.	530 7TH AVE.
SPECTATOR SPORTS, INC.	15 W. 47TH

WEEK OF JULY 7

MONTEIL, GERMAINE, INC.	36 W. 47TH
RENTNER, MAURICE CO.	498 7TH AVE.
STRAUS-MILLER, INC.	" " "

JULY 8

RUDOLF GOWNS-EMMET JOYCE	530 7TH AVE.
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NOW SHOWING

ADLER & ADLER	550 7TH AVE.
ARKAY JUNIOR FROCKS	498 " "
ARMOUR, CHARLES, INC.	" " "
AYWON DRESS CO.	1400 B'WAY
BABS JUNIOR, INC.	498 7TH AVE.
BARNETT, JOSEPH & BEN	" " "
BASS, WM. DRESS CORP.	530 " "
BELLSEY, DAVID, INC.	205 W. 39TH
BENDER & HAMBURGER	498 7TH AVE.
BLOTTA & CONTI, INC.	" " "
CAPRI FROCKS, INC.	1372 B'WAY
CASINO DRESSES, INC.	530 7TH AVE
CRYSTAL, DAVID, INC.	498 " "
DAVIDOW, INC.	550 " "
DAVIS, A. & SONS, INC.	225 W. 37TH
DEITSCH, WERSBA & COPPOLA, INC.	512 7TH AVE.
DICK, SAMUEL H., INC.	246 W. 38TH
DOLCES DRESS, INC.	550 7TH AVE.
ELFREDA, INC.	498 " "

FRIEDLANDER, SAM, INC.	530 7TH AVE.
GANS, HENRY	550 " "
GOODMAN, A. & CO.	530 " "
GOODSTEIN, DAVID M.	550 " "
GORGEOUS FROCKS, INC.	1400 B'WAY
HALPERT, JOSEPH, INC.	530 7TH AVE.
HERBERT, MYRON, INC.	" " "
HORWITZ & DUBERMAN	498 " "
INTERNATIONAL DRESS CO.	1400 B'WAY
JUNIOR FORMALS, INC.	498 7TH AVE.
JUNIOR LEAGUE FROCKS	1372 B'WAY
KANE-WEILL	498 7TH AVE.
LANG-KOHN, INC.	525 " "
LA RUE DRESSES, INC.	550 " "
LEVAY, JOSEPH, INC.	498 " "
LEVINE, JOE, DRESS CO.	1400 B'WAY
MAIRELL, INC.	530 7TH AVE.
MARGOT DRESSES, INC.	498 " "
MARY LEE, INC.	" " "
MILGRIM	6 W. 57TH

NOW SHOWING (Continued)

MIL-JAY, INC.	530 7TH AVE.	ROBBINS, C.H.D., CO.	1375 B'WAY
MILLER, CHARLES, INC.	498 " "	ROSENBERG, ZOLTAN	550 7TH AVE.
MONARCH GARMENT CO.	512 " "	ROSENTHAL & KALMAN CO.	1400 B'WAY
MUTUAL ROSENBLUM	498 " "	SALKIN, PHILIP, INC.	530 7TH AVE.
NUDELMAN, CHAS. W.	550 " "	SILVER DRESSES, INC.	1400 B'WAY
PARNES, PAUL, INC.	498 " "	SONDHEIM, HERBERT, INC.	530 7TH AVE.
PARNIS, JERRY, INC.	530 " "	SPORT-CRAFT, INC.	550 " "
PARNIS-LEVINSON, INC.	" " "	STAR-MAID DRESSES	498 " "
PICKWICK DRESS CO.	1400 B'WAY	STEINBERG, SAM & CO.	" " "
PIERROT DRESS CO.	498 7TH AVE.	TROY, HANNAH, INC.	530 " "
REICH-GOLDFARB & CO.	530 " "	WARSHAUER & FRANCK	1372 B'WAY
RENTNER-LEONARD, INC.	498 " "	WESTHEIM, DAVID S., CO.	1400 "
RENTNER, IRA-MILLER	" " "	WITLIN & SCHNEIDER	" "
RUFFOLO BROS., INC.	31 W. 47TH	ZUCKERMAN & KRAUS, INC.	512 7TH AVE.

BACK TO CHRONOLOGICAL LISTING OF COMING EVENTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 30 Through Friday July 18 9:30 A.M.- 5:30 P.M. Daily	SPECIAL SHOWING: CO- ORDINATED DRESS & HOME FURNISHINGS FASHIONS A completely coordinated promotion of fashions in Dress, Home Decorations and Cosmetics will be presented, beginning Monday, in Helena Rubinstein's Little Theatre. Ready-to-Wear, bedroom draperies and accessories have all been executed in Pacific Mills' new Red Apple print, made under Factag standards and inspired by Helena Rubinstein's new Apple Red Cosmetics. The exhibit includes suggested window displays, fabric groupings and other coordinated units including Cosmetics. Participating manufacturers are: Levin & Co.; Rhea Mfg. Co.; Geisha; L. Wohl; R. & J. Underwear; Artmoor Togs; Collegiate Mfg.; Pollak Bros.; Frank Neiring; Grandeur and Silson Jewelry. Store buyers, executives and Press cordially invited to attend. Press contact: Sara Fox; merchandising information, Nancy Turner, EL. 5-2100.	HELENA RUBINSTEIN & PACIFIC MILLS	HELENA RUBINSTEIN'S LITTLE THEATRE 715 FIFTH AVENUE
Monday June 30 4-6:00 P.M.	PRESS PREVIEW: FALL JEWELRY COLLECTION Publicity: Eleanor Lambert, PL. 5-8580.	CASTLECLIFF COMPANY	366 FIFTH AVENUE
Tuesday July 1 2:30 P.M.	PRESS PREVIEW: FIRST FALL COLLECTION Belle Sutton (formerly of Sutton-Sadowsky) will present her initial "Fall Collection of Original Clothes" to the fashion press. Contact: Mr. Morris Kallman, LO. 5-5568.	BELLE SUTTON	498 SEVENTH AVENUE
Tuesday July 1 2:30 P.M.	INITIAL FALL PRESENTATION Ann Sadowsky (formerly of Sutton-Sadowsky) will present her first Fall Collection of clothes for all occasions. Contact: Ann Sadowsky, LA. 4-4232.	ANN SADOWSKY	241 WEST 36TH STREET
Tuesday July 1 3:30 P.M.	PRESS PREVIEW: FALL JEWELRY COLLECTION Press preview. New Trends in Fall Jewelry. By invitation only. Contact Miss Colbert, PE. 6-1690.	MOSELL COSTUME JEWELRY	15 WEST 47TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 1	FALL 1941 WHOLESALE JEWELRY COLLECTION	HATTIE CARNEGIE	711 FIFTH AVENUE
	Initial presentation of new Fall collection. Contact: Mr. Irving Apisdorf, PL. 3-9080.		
Tuesday July 1	OPENING OF FALL JEWELRY COLLECTION	RICE-WEINER & CO.	366 FIFTH AVENUE
	Rice-Weiner promise "a new concept of jewelry fashions, distinctive and exquisitely styled" for Fall - in their newly enlarged and air-conditioned showroom. For appointment to see collection, contact: Mr. Hirsch, BR. 9-4467.		
Wednesday July 2 11:00 A.M.	PRESS PREVIEW: NEW FALL COLLECTION	ALICE COUTURE	36 WEST 47TH ST.
	Alice Couture, formerly of Paris, and for the past year in the manufacture of street, afternoon, cocktail and dinner dresses in New York, has taken larger quarters at 36 West 47th Street, where she will present her new fall collection to the fashion press at 11:00 A.M. The collection will have its first trade showing at 2:30 that afternoon. Publicity: Mr. T.L. Moos, LO. 3-2236.		
Thursday July 3-26	EMPIRE RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Monday July 7 10:30 A.M.	PRESS PREVIEW: "TRULY AMERICAN" COLLECTION	JACK HERZOG & BRO., INC.	530 SEVENTH AVE.
	Mr. Ted Shore's first collection in his new association as head of the design department of Jack Herzog & Bro. A "Truly American" Collection of Fall Dinner and Evening Fashions. Contact: Jack Herzog, LO. 5-0525.		
Monday July 7 11:00 A.M.	PRESS PREVIEW: FALL HAT COLLECTION	BRAAGAARD HATS	17 WEST 57TH ST.
	Braagaard will show his advance Fall hat collection to the fashion press. By invitation only. Publicity: Ruth Hawthorne Fay, LO. 3-2119.		
Monday July 7 2:30 P.M.	INITIAL PRESENTATION: FALL COLLECTION	RUDOLF GOWNS-EMMETT JOYCE, INC.	530 SEVENTH AVE.
	Emmett Joyce, formerly of the Saks 5th Avenue Design Staff, has newly associated himself with Rudolf Gowns and will present his first collection of street, afternoon and formal fashions for Fall. Contact: Mr. Max Rudolf, PE. 6-8450.		
Monday July 7 4:30 P.M. On.....	PRESS PREVIEW: 1ST MACY POTTER COLLECTION	MACY POTTER	36 WEST 47TH ST.
	Mrs. Louise Macy, former Paris Editor of Harper's Bazaar, and until recently on the New York Bazaar, has announced her entry into dress-manufacture with Mrs. Pauline Potter, designer, who showed her first New York collection last February. The new firm will cater to specialty shops, showing all costume-types from casual to formal, complete with hats and accessories created by the house. Press preview of collection, Monday afternoon, by invitation. Open to Trade, Tuesday, July 8 at 2:30 P.M. Contact: Louise Macy, WI. 2-2800 (after July 1, BR. 9-6907).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 7 8:30 P.M.	PRESS PREVIEW FALL COLLECTION	TRAINA NORELL, INC.	550 SEVENTH AVENUE
	Traina Norell unites the talents of A. Traina, well-known quality dress manufacturer, with those of Norman Norell, designer, late of Hattie Carnegie. Traina Norell will present their first collection to the fashion press in a gala night opening on Monday, July 7th at 8:30 P.M. General showings on Tuesday, July 8th. Admission by invitation only, on July 7th and 8th. Publicity: Joseph Ryle, PL. 3-6744.		
Monday July 7	FALL HAT COLLECTION IN NEW QUARTERS	GLADYS & BELLE	20 WEST 57TH ST.
	Gladys & Belle will celebrate their removal from 485 Madison Avenue to impressive new quarters at 20 West 57th Street. A press luncheon preview is planned for later in the month - probably around July 22. Details later. Contact: Miss Belle, EL. 5-0030.		
Monday July 7	OPENING DATE: TRAPHAGEN SUMMER COURSES	TRAPHAGEN SCHOOL OF FASHION	1680 B'WAY
	Registration under way for 6-weeks' summer session. Address, Miss Ethel Traphagen at School, or telephone, CO. 5-2077.		
Monday July 7	CLOSING DATE: CHICAGO TRIBUNE DESIGN CONTEST	CHICAGO TRIBUNE	CHICAGO, ILLINOIS
	2nd Design Contest sponsored by the Chicago Tribune to reward and encourage American Designers. The contest is open to everyone, however last year's 225 winners have been specially invited to participate again. Prizes total \$1250. Design sketches must be submitted to Mrs. Grace Pickering. Winning designs will receive \$50 awards and will be made up and shown. A \$500 grand prize will also be awarded. Plans for presentation to be announced later.		
Week of July 7	OPENING OF FALL COR- SET & BRASSIERE MARKET	ASSOC. CORSET AND BRASSIERE MFGS.	VANDERBILT & McALPIN HOTELS AND INDIVIDUAL SHOWROOMS
	Earlier Openings to avoid delivery problems. For further details, Mr. Sylbert, MU. 3-1593.		
Monday July 7	FIRST SHOWING FALL FOUNDATIONS	WARNER BROTHERS	200 MADISON AVENUE
	Warner Brothers new Fall foundation garments will be modeled for buyers and the fashion press at Warner's New York showroom. Press may make individual appointments with Mrs. Jean Gordon, AS. 4-1195.		
Week of July 7	SHOWING OF FORTUNA FOUNDATION GARMENTS	WOLFE & LANG, INC.	35 WEST 32ND ST.
	Showing of moderately priced girdles and pantie girdles for Fall. Open to trade and press. Publicity: Mrs. A. Fontaine, MU. 6-7077.		
Week of July 7	GENERAL OPENING DATE, CHRISTMAS LINGERIE LINES		
	A month earlier than usual to forestall possible price-rises and delivery-trouble.		

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Tuesday July 8 9:30 A.M.	PRESS BREAKFAST PRE- VIEW: FALL HANDBAGS Madame Azka, famous bag creator (formerly of Paris) will show her 2nd American Collection of Fall Handbags to the fashion press. By invitation. Contact: Madame Azka, PL. 3-0955.	MADAME AZKA	20 EAST 57TH ST.
Tuesday July 8 9:30 A.M. Through Thursday July 10 1:30 P.M. Luncheon	ANNUAL BRIDAL BUSINESS CLINIC 3-day annual conference for Bridal Secretaries. Opening day sessions will cover Ready-to-Wear; Wednesday sessions, Home Furnishings; Thursday session, Final Fashion Show luncheon modeled after High-Noon Wedding Breakfast (1:30 P.M. at Hotel Pierre). Reservations for full 3-day program, including Opening Breakfast and Thursday Fashion Show luncheon, \$25; Ready-to-Wear Sessions only or Home Furnishings Sessions only, (including Breakfast and Luncheon Fashion Show) \$15. Six "location" trips have been arranged, gratis, to six points of interest to bridal secretaries. For full information, program of events, press invitations, call Brides Merchandising Service, Alexandra Potts, MU. 2-1490.	THE BRIDE'S MAGAZINE	LOUIS SHERRY, INC. 300 PARK AVENUE
Tuesday July 8 9:00 P.M.	PREVIEW OF BOTANY PERENNIALS Introducing a new program for merchandising the Pola Stout-designed Botany Perennials ("open stock" fabric families in which each season's newcomers are related to last season's perennials in color and weave). Eleven quality manufacturers will develop costumes in these Perennials, identified by their "Pola Stout Design" labels. Cooperating manufacturers include: Adler & Adler; Handley Cross; Deitsch, Wersba & Coppola; Louise Barnes Gallagher; Philip Mangone; McMullen; Kiviette Gowns; Tina Leser; Frank Gallant; Charles Nudelman and Pattullo Modes. Hats by John-Frederics; Bags by Koret; Gloves by Merry Hull. Piece Goods Departments will carry Botany Perennials too. B. Altman in New York will set up a new section for their presentation in Sept. By invitation. Contact: Alice Dowd, CI. 7-2680.	BOTANY WORSTED MILLS	HOTEL BILTMORE BOWMAN ROOM
Tuesday July 8	PRESENTING NEW CORA SCOVIL MANIKINS Mrs. Cora Scovil announces that her new Fall Manikins will be "in residence" in their new temporary showroom at the Hotel Pennsylvania from July 8th on. The new mannequins, which are available for immediate delivery, will be distributed directly by Vazah, Inc. Publicity: Adele Allerhand, MU. 4-1160.	VAZAH, INC.	HOTEL PENNSYLVANIA SUITE 1421-1422
Wednesday July 9 9:00- 10:30 A.M. Breakfast	BREAKFAST PREVIEW: FALL DRESS & GOWN COLLECTION One of America's most exclusive and oldest dress manufacturers, the Misses Briganti, will present their Fall Collection to the fashion press at an early morning breakfast preview. In keeping with the trend toward popular prices, the Misses Briganti, specialists in women's gowns and dresses, will add a 39.50 price range to their collection. Public Relations Counsellor, Claire A. Wolff, LO. 5-5978.	THE MISSES BRIGANTI, INC.	WALDORF ASTORIA
Wednesday July 9 12:30 P.M. Luncheon	HANDBAG FASHION SHOW AND LUNCHEON Evans Case will introduce its new Fall Collection to the fashion press, highlighting fine fitted handbags - always a feature of the House. Publicity: Dorothy Portser, WI. 7-2022.	EVANS CASE COMPANY	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 10 12 Noon	LUNCHEON PREVIEW: FALL HAT COLLECTION Florence Reichman, who moves to her new Salon after the 1st of July, will celebrate with a "Bruncheon" preview at which she will present her new Fall Hat Collection to the fashion press. By invitation. Contact: Mrs. Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	AT HER NEW SALON 1 WEST 57TH STREET
Monday July 14	WOOL PRODUCTS LABELING ACT GOES INTO EFFECT.		
Tuesday July 15 10:30 A.M.	PREVIEW: FALL HAT COLLECTION The Mad-Hatters of the millinery world will stage an early morning preview of their exciting Fall Collection. Exclusively for the fashion press. Admission by invitation only. Publicity: Miss French, PL. 3-1011.	JOHN-FREDERICS, INC.	29 EAST 48TH ST.
Tuesday July 15	RELEASE DATE: "BACK TO SCHOOL" MOVIE A "Back to School" fashion movie in full color, produced by Harry D. Donahue, and made "on location" at U.C.L.A., Stephens College and Northwestern University. Ready for release to stores and women's clubs throughout the country, without charge, on July 15 (subsidized by group of yarn, fabric and accessory houses). Running time: 30 minutes. Exclusive with one store in a city. Contact: Fashion Horizons, Inc., Hollywood, Calif.	FASHION HORIZONS, INC.	HOLLYWOOD, CALIF.
Tuesday July 22 8:45 P.M. (Note change of time)	FALL MILLINERY FASHION SHOW & SUPPER The big Fall fashion presentation of the Millinery Industry. Fashion show: promptly at 8:45 P.M., followed by champagne supper. Admission, \$12.50 including supper. Mezzanine seats (without supper), \$7.50. List of exhibitors in later issue of FASHION CALENDAR. Rise in admission price due to effort of industry to raise money for benefit of British American Ambulance Corps. Publicity: Marjorie Hartman, CH. 4-6547.	MILLINERY STABILIZATION COMMISSION	ASTOR HOTEL GRAND BALLROOM
Week of July 28	GENERAL OPENING RESORT FABRIC LINES	RAYON & SILK NOVELTY FABRIC MANUFACTURERS	INDIVIDUAL SHOWROOMS
Monday July 28- August 30	SARATOGA RACE MEET	SARATOGA RACING ASSOC.	SARATOGA SPRINGS, N.Y.
Wednesday July 30- August 1	EXHIBIT: FALL LINGERIE & NEGLIGÉE COLLECTION Details in later issue of FASHION CALENDAR. Contact: Miss Maloof, PL. 8-2350.	EMMA A. MALOOF	OCEAN HOUSE WATCH HILLS, R.I.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday August 1	OPENING DATE: NATIONAL "SWEATER GIRL" CONTEST	OLYMPIC KNITWEAR, INC.	1372 BROADWAY
	Olympic is offering stores a contest plan for selecting the "Sweater Girl of 1941". Prizes range from \$500 cash downward, through consolation prizes of sweaters. Judges will include nationally known authorities on beauty, "movie" talent scouts, etc. Entry-applications will be distributed by the stores themselves. The contest closes Sept. 30th. Stores wishing to participate should address Miss Ballin, Olympic Knitwear, Inc., 1372 Broadway, WI. 7-6430.		
Friday August 1 On.....	METROPOLITAN STORES BEGIN TO OPEN COLLEGE SHOPS. INDIVIDUAL DATES FOLLOW:		
	Aug. 1 STERN BROTHERS	Aug. 15 ARNOLD CONSTABLE (Tentative)	
	Aug. 4 R.H. MACY & CO.	Aug. 15 FREDERICK LOESER & CO.	
	Aug. 4 B. ALTMAN & CO.	Aug. ?? LORD & TAYLOR (Still Not Set)	
	Aug. 4 ABRAHAM & STRAUS	Aug. ?? GIMBEL BROTHERS	" " "
	Aug. 4 JAMES McCREERY (Tentative)	Aug. ?? OPPENHEIM COLLINS	" " "
	Aug. 11 SAKS 5TH AVENUE	Aug. ?? MILGRIM'S	" " "
	Aug. 11 SAKS 34TH STREET	Aug. ?? BAMBERGER'S	" " "
	Aug. 11 JOHN WANAMAKER	Aug. ?? DE PINNA	" " "
	Aug. 11 FRANKLIN SIMON (Tentative)	Aug. ?? MARTIN'S	" " "
	Aug. 11 RUSSEKS 5TH AVENUE	Aug. ?? OHRBACH'S	" " "
	Aug. ?? BONWIT TELLER (Still not set)		
Week of August 15	OPENING OF COTTON FABRIC LINES FOR SPRING, 1942		
	Realignment of cotton fabric production because of defense needs has made it expedient for cotton fabric manufacturers to show Spring 1942 collections earlier than usual. A <u>very few</u> houses are already showing a few base fabrics, however, complete collections will not be ready until Aug. 15th. Individual Opening Dates later.		
Saturday August 16	THE TENNIS BALL		NEWPORT, RHODE ISLAND
	This year's Tennis Ball, feature of the Newport Season, will be devoted to raising funds for four War Relief organizations: The American Field Service, Bundles for Britain, the British War Relief Society and the R.A.F. Benevolent Fund. Details later.		
Thursday August 28	TRAVELING PUPPET FASHION SHOW	EVELYN WOOD	BALTIMORE, MD.
	3rd annual Traveling Fashion Show of 8 life-sized children's puppets begins its country-wide tour of stores. Conceived and directed by Evelyn Wood, Baltimore stylist and puppeteer, these puppets perform on a 15-foot runway set up in the children's department of each store, dressed in children's clothes from the store's own stock. While the puppets perform, Miss Wood points out the fashion highlights of the costumes. Stores wishing to book the show may contact Mr. Irwin A. Shane, Publicity Features, 11 West 42nd Street, LO. 5-5351.		
Tuesday Sept. 9 (Time later)	PRESS PREVIEW: FUR COLLECTION	RUSSEKS WHOLESALE	384 FIFTH AVENUE
	Preview of furs for winter, 1942, designed by the talented Ralph Marano of Russeks Wholesale. By invitation. Publicity: Beatrice Castle, WI. 7-1900.		

HOME FURNISHINGS CALENDAR

NOTE: We are departing from our established policy of listing only fashion dates, to include these few important dates in the Fall Home Furnishings calendar.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 30	FALL SHOWING OF SHOWER CURTAINS & BATHROOM ACCESSORIES	I. B. KLEINERT RUBBER COMPANY	485 FIFTH AVENUE
A comprehensive group of shower curtains and matching water proof window curtains will be displayed in the Kleinert showroom all week, previewing new Fall merchandise to be shown at the Atlantic City Home Furnishings Show beginning Sunday, July 13th. Open to trade and press. Publicity: Miss Caroline W. Kreuttner, MU. 2-8891.			
Week of June 30	CHICAGO DRAPERY SHOW	CHICAGO DRAPERY MFGS. ASSOCIATION	MERCHANDISE MART CHICAGO, ILLINOIS
For first time in 20 semi-annual events, the Chicago Drapery Show has advanced its date by a week to follow immediately after last week's New York Showing. Between 80 and 100 exhibitors of curtains, draperies, fabrics, trimmings, hardware, Venetian blinds, etc., will participate.			
Sunday July 13	HOME FURNISHINGS EXHIBIT	N.Y. HOUSEWARES MFGS. ASSOCIATION	ATLANTIC CITY AUDITORIUM
500 manufacturers of housewares from all over the country will stage an exhibition for the trade and press. Exhibits under direction of N. Y. Housewares Mfgs. Association. Contact: Exec. Sec., Mrs. Flo English, Pennsylvania Hotel, N.Y.C., PE. 6-5000.			
Monday July 14	VANDERBILT CHINA & GLASS SHOW	INDIVIDUAL CHINA & GLASS MANUFACTURERS	HOTEL VANDERBILT
Under management of Mr. Charles Sebring, Edward M. Knowles Co., Newell, West Virginia.			
Monday July 14- July 25	SUMMER COURSE IN TEXTILE TESTING	UNITED STATES TESTING COMPANY	1415 PARK AVENUE HOBOKEN, N. J.
Classes limited to 20 students with some elementary training in Textiles or Home Economics. No charge for course. Apply to Miss Codish, 1415 Park Avenue, Hoboken, N. J., Hoboken 3-3166.			
Monday July 21	NEW YORK LAMP SHOW	INDIVIDUAL LAMP MFGS.	HOTEL NEW YORKER
Under George Little management, 220 Fifth Avenue, AS. 4-3161.			

OPENING DATES, OUT-OF-TOWN FALL MARKETS

July 13	Los Angeles Fall Lines	Aug. 3	Kansas City Fall Lines
July 20	Dallas and Fort Worth Fall Lines	Aug. 4	Peak Week of Chicago Fall Market
July 21	Michigan Fall Apparel Market	Aug. 4	St. Louis Amer. Ret. Assoc. Mkt.
July 27	Seattle Fall Apparel Market	Aug. 11	Boston Merchandise Mart
Aug. 3	San Francisco Fall Lines	Aug. 11	Denver Fall Market Week

NEW YORK FIRST NIGHTS IN THE CINEMA

NOTE: Theatre and Night Spot Openings seem to be non-existent at this time of year. We will continue them as soon as there is something to announce.

Wednesday July 2	"SERGEANT YORK" (Warner Bros.) Gary Cooper and Joan Leslie. The real Sergeant York (of World War fame) will be present. Clothes by Milo Anderson. Publicity: Eve Segal, CI. 6-1000.	Astor Theatre B'way at 45th Street
Thursday July 3	"THEY MET IN BOMBAY" (M.G.M.) Rosalind Russell and Clark Gable, dressed by Adrian. Publicity: Art Schmidt, BR. 9-7800. (Postponed from June 27.)	Capitol Theatre B'way at 51st Street
Friday July 4	"MANPOWER" (Warner Bros.) Marlene Dietrich, George Raft and Edward G. Robinson. Clothes by Milo Anderson. Publicity: Eve Segal, CI. 6-1000.	Strand Theatre B'way at 47th Street
Friday July 11	"NAVY BLUE AND GOLD" (M.G.M.) A reissue with James Stewart, Robert Young, Lionel Barrymore, Billie Burke, Florence Rice, etc. Publicity: Art Schmidt, BR. 9-7800.	Capitol Theatre B'way at 51st Street
Monday July 14	"SHEPHERD OF THE HILLS" (Paramount) Betty Field, John Wayne and Harry Carey. Publicity: Aileen St. John Brenon, CH. 4-7040.	Paramount Theatre, B'way at 44th Street
Friday July 18	"THE STARS LOOK DOWN" (M.G.M.) With English actors Margaret Lockwood, Michael Redgrave and Emyln Williams. Publicity: Art Schmidt. BR. 9-7800.	Capitol Theatre B'way at 51st Street
Friday July 25	"THE BRIDE CAME C.O.D." (Warner Bros.) Bette Davis and James Cagney. Clothes by Orry-Kelley. Publicity: Eve Segal, CI. 6-1000.	Strand Theatre B'way at 47th Street
Friday July 25	"RINGSIDE MAISIE" (M.G.M.) Ann Sothorn, George Murphy and Robert Sterling. Publicity: Art Schmidt, BR. 9-7800.	Capitol Theatre B'way at 51st Street
Wednesday July 30	"KISS THE BOYS GOODBYE" (Paramount) Mary Martin, Don Ameche, Virginia Dale and Oscar Levant. Clothes by Edith Head. Publicity: Aileen St. John Brenon, CH. 4-7040.	Paramount Theatre, B'way at 44th Street
Friday Aug. 8	"NEW WINE" (United Artists) Ilona Massey and Allan Curtis. Clothes by René Hubert. Publicity: Tess Michael, BR. 9-7300.	???? ????
Wednesday Aug. 13	"ALOMA OF THE SOUTH SEAS" (Paramount) Dorothy Lamour - in a Sarong, of course. With Jon Hall. Publicity: Aileen St. John Brenon, CH. 4-7040.	Paramount Theatre, B'way at 44th St.

HOLIDAYS AHEAD

July 4	INDEPENDENCE DAY
Sept. 1	LABOR DAY
Sept. 22	1ST DAY, JEWISH NEW YEAR*
Oct. 1	JEWISH DAY OF ATONEMENT*
Oct. 13	COLUMBUS DAY

RED LETTER WEEKS

Sept. 21-27	NATIONAL DOG WEEK
Sept. 22-27	SILK PARADE
Sept. 27	COLLEGE FOOTBALL SEASON OPENS
Oct. 1	MOVING DAY
Oct. 4-11	NATIONAL FURNITURE WEEK

*Market closed for all practical purposes.